

Message Text

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TAGS: EEW, BBAK, BEXP, UR

SUBJ: MEETING WITH L. GARUSOV, PRESIDENT, EKSPOTSENTR ASSOCIATION

REF: (A) MOSCOW 5662, (B) 76 MOSCOW 2151

SUMMARY: ON MAY 20, ECON/COMM COUNSELOR, DIRECTOR AND DEPDIR USCO MET WITH LEV GARUSOV, PRESIDENT OF EKSPOTSENTR, A NEWLY ORGANIZED ASSOCIATION OF USSR CHAMBER OF COMMERCE AND INDUSTRY, TO ASK FURTHER DEFINITION OF THE ACTIVITIES AND RESPONSIBILITIES OF EKSPOTSENTR. GARUSOV TOLD US THAT EKSPOTSENTR IS PRESSING FOR FTO STATUS. ACCORDING TO HIM, ONCE WORLD TRADE CENTER IS COMPLETED, ALL FOREIGN FIRMS WILL BE REQUIRED TO LOCATE THERE (A CONTENTION OPEN TO SOME DOUBT). END SUMMARY.

1. IN RESPONSE TO QUESTIONS, GARUSOV SAID THAT EKSPOTSENTR NOW COMPRISSES THREE FORMER DIRECTORATES WITHIN THE CHAMBER: GENERAL DIRECTORATE FOR INTERNATIONAL EXHIBITS (MOSCOW), GENERAL DIRECTORATE FOR SPECIALIZED EXHIBITS OUTSIDE MOSCOW, AND THE GENERAL DIRECTORATE FOR THE NEW EXHIBITION COMPLEX

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(ASSOCIATED WITH WORLD TRADE CENTER). OFFICERS AS FOLLOWS/

L.K. GARUSOV PRESIDENT

A. K. PAVLENKO FIRST DEPUTY PRESIDENT AND GENERAL
DIRECTOR OF WORLD TRADE CENTER

KH. G. OGANESYAN DEPUTY PRESIDENT FOR INT'L AND FOREIGN
EXHIBITS IN MOSCOW

V.V. DOYENIN GENERAL DIRECTOR

G.F. SOLNTSEV DEPUTY PRESIDENT FOR INT'L AND FOREIGN
EXHIBITS OUTSIDE OF MOSCOW

A. M. KHARLAMOV GENERAL DIRECTOR

E. V. YAKOVLEV DEPUTY PRESIDENT FOR ADMINISTRATION

2. IN ADDITION, EKSPOTSENTR WILL ASSUME RESPONSIBILITY FOR OPERATION AND ADMINISTRATION OF NEW WORLD TRADE CENTER (WTC) AND EXHIBITION COMPLEX. EKSPOTSENTR WILL ACTUALLY MOVE ITS OFFICES THERE IN 2-3 YEARS. RESPONSIBILITIES TO INCLUDE RENTING OF ALL SPACE (22,000 SQ. METERS OF OFFICE SPACE, 600 APARTMENTS AND 1225 ROOMS IN TWO HOTELS). GARUSOV MENTIONED THAT ALL SERVICES WILL BE AVAILABLE SIMILAR TO THOSE AT OTHER WORLD TRADE CENTERS AROUND THE WORLD: AIRLINE OFFICES, STORES, THEATERS, UNDER-GROUND PARKING, RESTAURANTS, COMMUNICATIONS, ETC. IN ADDITION, ALL SOVIET FTO'S WILL HAVE REPRESENTATIVE OFFICES IN THE WTC AS WELL AS ALL FOREIGN ACCREDITED BUSINESSES (NOW TOTALLING 145). THESE FIRMS WILL REPORTEDLY HAVE THEIR APARTMENTS THERE ALSO DUE TO SHORTAGE OF APARTMENT SPACE ELSEWHERE. GARUSOV INTIMATED THAT ALL ACCREDITED FIRMS WILL BE REQUIRED, RPT REQUIRED, TO MOVE TO WTC.

3. ON OTHER TOPICS, GARUSOV WAS ASKED ABOUT THE RUMOR THAT
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FUNDS ARE NO LONGER BEING PROVIDED FOR OFF-THE-FLOOR SALES AT EXHIBITS. HIS REPLY WAS, NOT SURPRISINGLY, ABSOLUTELY NOT; ON THE CONTRARY, THE EARLIER COMMERCIAL INFORMATION IS PROVIDED PRIOR TO AN EXHIBIT, THE BETTER CHANCES WERE FOR SUCH SALES.

4. IN ANSWER TO A QUESTION ON U.S. PARTICIPATION IN BUMMASH '78 (LENINGRAD, 1978), GARUSOV, AGAIN NOT SURPRISINGLY, SAID WE SHOULD ENCOURAGE SUCH PARTICIPATION ESPECIALLY IN AUTOMATION AND INSTRUMENTATION AREA WHERE WE ARE MORE COMPETITIVE THAN FINNS OR W. EUROPE IN GENERAL.

5. FOR MORE DETAILS ON FUTURE PLANS AND OPERATIONS OF EKSPOTSENTR REFERRED HIS VISITORS TO HIS ARTICLE ON PAGE 35 OF FEBRUARY/MARCH 1977 ISSUE (VOL. 3, NO. 1) OF JOURNAL OF US-USSR TRADE AND ECONOMIC COUNCIL, WHERE HE CLAIMS THAT WORLD TRADE CENTER WILL INCLUDE OFFICES FOR 200-300 ACCREDITED COMPANIES.

6. COMMENT: GARUSOV'S STATEMENTS REGARDING THE WORLD TRADE CENTER SHOULD BE COMPARED WITH INFORMATION WTC OFFICIAL L.V. IVANOV PROVIDED TO AMERICAN BUSINESS COMMUNITY IN FEBRUARY 1976 (REF B). IVANOV CLAIMED THERE WOULD BE NO COMPULSION FOR CURRENTLY ACCREDITED FIRMS TO MOVE THEIR OFFICES TO CENTER SINCE 23,000 SQUARE METERS IN OFFICE BUILDING WOULD NOT EVEN ACCOMMODATE 130 FIRMS ACCREDITED AT THAT TIME AS MOST WANTED OFFICES WITH 250-400 SQUARE METERS. HIS STATEMENT SEEMS EVEN MORE REASONABLE TODAY SINCE NUMBER OF ACCREDITED FIRMS HAS RISEN TO 145, FLOOR SPACE HAS APPARENTLY DROPPED TO 22,000 SQUARE METERS, AND FTO OFFICES WILL PRESUMABLY OCCUPY PART OF THIS AREA. NO DOUBT SOME PRESENTLY-ACCREDITED U.S. FIRMS WILL WANT TO MOVE TO THE WTC, BUT MOST HAVE ADOPTED A WAIT-AND-SEE ATTITUDE UNTIL COSTS AND BENEFITS BECOME CLEARER.

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